



City of Riverside, CA

ECONOMIC DEVELOPMENT NEWS

SPRING 2008

Experience The Momentum

Public Investment Builds Private-Sector Confidence



The Riverside Renaissance Program, a 1.8 billion dollar civic initiative, tackling more than 120 projects over a five year period, is by far the most ambitious public investment program in Riverside's history, and it all evolved from a single concept: a city that invests in itself instills community confidence and, in turn, encourages and fosters private investment.

The initiative consists of a wide list of public improvements spanning the entire city and ranging from grand to simple. Some speak for themselves—new fire stations and attractive medians along major streets, while others, such as infrastructure upgrades, become invisible once the work is complete; yet all contribute to a safer, cleaner, better community.

One well known project that stands as a clear example of public investment destined to create long-term value for the community is the Fox Theater renovation.

Originally erected in 1928, the walls and halls of the Fox Theater bore witness to the fluctuating fortunes and circumstances of Riverside, beginning with its heyday as a showcase to preview Hollywood films in the 1930's and 40's, and its use as a makeshift

dormitory for soldiers during WWII, the theater has survived many changes. It was designated an historic landmark by the City in 1978, but sadly suffered years of vacancy and decline.

Now, as part of the Renaissance Program, the City is investing over \$30 million to completely upgrade the Fox Theater. With careful attention to the integrity of the original design, the Fox is undergoing a dramatic renovation to create a performing arts venue featuring technological advantages for optimal lighting, acoustical, and energy performance, conveniently accompanied by commercial, office, retail and food service spaces. When completed in 2009, it will accommodate approximately 1,600 patrons for live stage performances.

Not only will the renovation beautify and protect an architectural symbol of civic history and pride, but this infusion of public funds becomes the core of a much broader downtown revitalization project, creating a hub of economic activity by drawing visitors and residents to the heart of the city for entertainment, shopping and dining.

While work continues on complex redevelopment efforts like the Fox Theater, completed projects are already being celebrated across the City of Riverside. On April 12, 2008 firefighters were proud to dedicate the City's new emergency operations center and fire training facility. Recognizing that

safety and protection are priority-one for a world-class city, Riverside's new \$8 million dollar fire station is designed with a modern training facility including propane-fueled structures such as a fire house, car, and railroad tanker, that can be repeatedly set ablaze. The center also features a state-of-the-art emergency operations center equipped as an emergency training classroom and command center in the event of a true disaster.

Along with community safety and emergency response priorities, the City is also providing new public amenities that enhance the every day quality of life for Riverside residents.



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Public Investment continued...

Riverside's Orangecrest neighborhood, near the eastern edge of the City, has experienced a large influx of new residents and job seekers leaving the more expensive coastal communities. To accommodate this tremendous growth the City has allocated approximately \$16 million

to build the Orange Terrace Library and Community Center. This 37,610 square foot design-build project is scheduled for completion in the fall of 2008 and is designed to serve as a neighborhood meeting place with a public access computer center, gymnasium and a host of family-oriented community activities. The new build-

Community leaders and resident voters concur that a strategic infusion of public investment in the City's infrastructure and amenities will boost confidence within the local business community and encourage private commercial investment, making Riverside a better place to live, work and play.

IE Tech Week: Moving Technologies Forward

The First Annual Inland Empire Tech Week marks an essential milestone for area tech companies and aspiring entrepreneurs. Beginning on May 12th, 2008 and continuing through the 15th, this premier series of events promises to bring together the local tech community's most innovative thinkers and showcase new and emerging technologies. Tech Week provides a platform for entrepreneurs and start-up businesses to network with angel investors and successful technology company representatives, as well as an exceptional opportunity to learn about the numerous resources available to them in the Inland Empire.

Inland Empire Tech Week will kick off on Monday, May 12th, with a Technology Expo hosted by both SmartRiverside and the County of Riverside's IT Department at the Riverside Convention Center. The expo, which runs from 9:00 a.m. to 4:00 p.m., is expected to attract over 300 technology professionals in education and government as well as more than 50 technology-related vendors.

Tech Week continues on Tuesday and Wednesday with UCR's Annual Tech Horizons Conference at the Bourns College of Engineering, featuring informative presentations that highlight future commercialization opportunities. The focus of this year's two-day series is new energies, transportations and materials.

The conference opens on Tuesday at 10:30 a.m. with a full schedule of thought-provoking technical sessions on topics such as alternative energy sources and the future of nanotechnology, with an evening reception and dinner on Tuesday night. It continues on Wednesday morning with a 7:00 a.m. industry networking breakfast and ends that afternoon following a lunchtime panel discussion.

The IE Tech Week celebration will culminate on Thursday, May 15th with Entrepreneurship Day, hosted by Cal State San Bernardino's Inland Empire Center for Entrepreneurship. This educational event provides an ideal chance to learn from successful local tech-business professionals and offers attendees a unique look at the challenges and opportunities faced by entrepreneurs in today's economy.

In addition to the many educational forums open to the public, the First Annual Inland Empire Tech Week has the distinct honor of incorporating the Wireless Internet Institute (W2i) "Digital Cities" Conference into its program. W2i, an international think-tank that explores wireless internet technologies and brings together stake-

holders from around the world, has chosen Riverside for the location of this year's conference, which has previously been held in cities such as Shanghai, San Francisco, London, Philadelphia and Rio De Janeiro.

The First Annual Inland Empire Tech Week is sponsored by SmartRiverside, a non-profit organization dedicated to enhancing the City's competitive edge in fields of technology through the support of community initiatives and the development of tech industries. It is also made possible by several key partners including the City and County of Riverside, UC Riverside, Tri-Tech Small Business Development Center, the Wireless Internet Institute (W2i) and the Inland Empire Center for Entrepreneurship.

For more information regarding Inland Empire Tech Week and a complete schedule of events, go to www.ietechweek.com or contact Steve Reneker at (951) 826-5109.



ie tech week 08'
May 12 – May 15th

Inland Empire's 2nd Annual World Trade Month: Explore, Trade, Grow!

The City of Riverside is pleased to host the kickoff of World Trade Month Inland Empire with the 2nd Annual International Trade Award's Luncheon on May 9th 2008.

This signature event opens a powerful month-long series of conferences and roundtables sponsored by Riverside and several key partners, including the Center for International Trade Development, The Minority Business Enterprise Center, the County of San Bernardino, the Small Business Development Center, and ITC Diligence. Each event in the series is designed to provide a fresh perspective on the competitive role Inland Empire businesses will play in the future of the global marketplace.

The kickoff celebration offers members of the local business community an excellent educational and networking opportunity and fea-

tures noteworthy speakers Garrett Ashley, Undersecretary of International Trade for the State of California, and founding partner of Beacon Economics Jon Havermen. Mr. Ashley will provide attendees with valuable information on Governor Schwarzenegger's trade initiatives for 2008 and discuss the State of California's expanding role in the global marketplace, while Mr. Haveman's presentation will focus on the intricacies of goods movement, labor market issues and international trade policy.

The kickoff event is only a part of the experience. Throughout the month of May, World Trade Month continues with a schedule of educational conferences and seminars that highlight a variety of topics of interest to business professionals, from discussions about the advantages associated with Foreign Trade Zones to the unique opportunities and challenges of doing business in various foreign markets.



Kickoff Event Details:

The Kickoff Luncheon is being held at 11:00 a.m. in the Grand Ballroom of the Riverside Marriott, 3400 Market Street. The cost is \$45 per person with a \$20 student discount rate. To register, please contact the Greater Riverside Chambers of Commerce at (951) 683-7100 or rchamber@riverside-chamber.com.

Additional World Trade Month Agenda Events include:

The Future of Toll Roads and Road Pricing in California on May 2 – Sponsored by Leonard Transportation Center at CSUSB, Inland Empire Economic Partnership and Women in Transportation. The event will be held at Hilton Ontario Airport. For information call (909) 537-3686 or email gthornto@csusb.edu. Cost: \$65

Addressing the Myths, Fads and Realities of Global Networks on May 8 – Sponsored by Distribution Management Association. The event will be held at Sierra Lakes Golf Course in Fontana. For more information, call (866) 605-4362 or email admin@dmassoc.org. Cost \$45

Incentives for Success! on May 13 – Sponsored by ITC Diligence, the City of Victorville and the County of San Bernardino Economic Development Agency. This event is located at the Southern California Logistics Airport Theater in the City of Victorville. For more information, call (626) 333-3822 or email tlavin@ftzconsultants.com. This program is free.

Latin America Trade Commissioner Roundtable on May 15 – Sponsored by the Center for International Trade Development, this event will focus on trade opportunities with various foreign countries. The event will be held at the Riverside Convention Center. For more information, call (951) 571-6443 or email robert.corona@rcc.edu. Cost \$25

Financing Your Exports & Imports with Asia on May 20 – Sponsored by the Minority Business Enterprise Center. The event will be held at Rancho Cucamonga Goldy S. Lewis Community Center. For more information, call (951) 320-7020 or email KGutierrez@CHAROCORP.com. Cost \$25

Incentives for Success! on May 28 – Organized by ITC Diligence, the City of Riverside and the Greater Riverside Chambers of Commerce and sponsored by CITD, this event will provide attendees with information on the background, operations, and zone advantages inherent in the foreign trade zone program. This event is located at the March JPA Conference Center. For more information, call (951) 683-7100 or email svehawn@riverside-chamber.com. Cost \$35

World Trade Month Signature Closing on May 29 – the County of San Bernardino Economic Development Agency will spearhead the closing event that will feature a luncheon, keynote speaker and the presentation of the "Global Citizen of the Inland Empire Award". The event will be held at the Ontario Convention Center, 2000 E. Convention Center Way in Ontario. For more information, call (909) 387-9856 or email mcisneros@ed.sbcounty.gov.

The Galleria at Tyler: the Buying Power is Here!

Population growth continues to drive Riverside's position as a sought-after location for upscale establishments despite troubling economic indicators nationwide, and the Galleria at Tyler is poised to meet the demand. Galleria General Manager Jim Fuson noted that, "our upscale stores in the Galleria at Tyler performed well, several meeting or exceeding their anticipated sales targets for 2007."

In December the Galleria launched the grand opening of their much anticipated lifestyle expansion—the North Village. With a true Hollywood-style extravaganza including a VIP ribbon-cutting ceremony and movie star look-alikes, General Growth Properties celebrated the opening of the latest wing of the shopping center. North Village features a 16-screen, AMC Theater set atop new, street-level retail and restaurants.

On the street level of the new wing, Yard House and Elephant Bar restaurants opened to an enthusiastic reception that has further proven the resilience of this market. In the wake of the remarkable success of PF Chang's China Bistro and The Cheesecake Factory, both of which



began operating just over 18 months ago in another corner of the 1.2 million-square-foot center, these new restaurants have been well received by Riverside residents pleased to have their favorite dining options so close to home—avoiding the ghastly expense and trouble of driving to coastal communities.

Along with additional dining choices, the Galleria also recently welcomed new retailers, both as part of the North Village and as fresh venues within the heart of the mall. Robbins Brothers, "the world's biggest engagement ring store", chose Galleria at Tyler for its first Inland Empire location, securing a highly visible exterior pad next to the Yard House.

Inside the lower level of the mall, the Galleria scooped another 'first' for the Inland Empire by attracting Southern California's largest and the regions only H&M (Hennes & Mauitz), a Swedish-based retailer that offers a wide range of signature-branded clothing and accessories for ladies, men, teens and children, including everything from fashion basics to the

latest trends. H&M is a pioneer of design collections featuring international style icons such as Viktor & Rolf, Stella McCartney, Karl Lagerfeld and Madonna.

In addition to H&M, COACH and Aldo Shoes are now open at Galleria at Tyler. COACH opened its newest boutique on the Upper Level between Torrid and GNC, and Aldo Shoes, a fashion footwear and accessory store, is now located between Gap and The Body Shop. Carrying the latest styles in handbags, shoes, accessories and gifts, the COACH store features limited-edition items and signature collection pieces including beautiful and functional business styles and a luxurious assortment of highly durable and functional travel accessories in a wide range of materials.

Specializing in cutting edge trends at affordable prices, ALDO carries shoes, sandals, boots and accessories including handbags, jewelry, belts, bracelets and necklaces. Whether the latest footwear trends are breaking in London, Milan, Paris, New York or Tokyo, ALDO gives shoppers a first look at the



Galleria Expansion Continued...



hottest seasonal styles.

Currently anchored by Macy's, Nordstrom and JC Penney, the Galleria has been a go-to shopping destination for Riverside and surrounding communities for decades. Weathering tough economic conditions and shining triumphantly in the best of times, the Galleria at Tyler succeeds by continually evolving with the changing needs and tastes of Inland Empire shoppers.

Explore. Trade. Grow.

WORLD TRADE MONTH KICKOFF & INTERNATIONAL TRADE AWARDS LUNCHEON

May 9, 2008 • 11 a.m. - 1 p.m.

Keynote Speakers:

Garrett Ashley, Undersecretary of International Trade - State of Calif.
Jon D. Haveman, Founding Partner, Beacon Economics

Marriott Riverside
Grand Ballroom
3400 Market Street, Riverside, CA 92501

\$45.00 per person • \$20.00 student rate

RSVP: Greater Riverside Chambers of Commerce
(951) 683-7100 or rchamber@riverside-chamber.com

WORLD
TRADE
MONTH
Inland Empire



For a complete schedule of excellent educational and networking World Trade Month Events, including the Signature Closing Luncheon on May 29, 2008, please contact Moises Cisneros at 909-387-9856 or mcisneros@ed.sbcunty.gov

Inland Empire Tech Week

ie tech week '08
May 12 - May 15
Sponsored by SmartRiverside

Save the Date May 12-15



IE TECH WEEK '08
sponsored by SMARTRIVERSIDE

MOVING TECHNOLOGIES FORWARD

Join us as we highlight the strength of the Inland Empire's technology base. IE TECH WEEK '08 is a week-long series of events that bring together the many innovative thinkers of the region's tech community and showcases new and emerging technologies.

Monday: Technology Expo
(Riverside Convention Center)

Tuesday: W2i "Digital Cities"
(Riverside Convention Center)

Tuesday & Wednesday:
UCR Bourns College of Engineering
"Tech Horizons"
(University of California, Riverside)

Thursday: Entrepreneurship Day
(Cal State San Bernardino)

For more information go to www.ietechweek.com



W2 Digital Cities
Economic Workforce for Better Managed and Smaller Cities



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